Yandex.Direct API

New auction support

29.07.2015

Yandex

Yandex.Direct API. New auction support. Version Live4, 5
Document build date: 29.07.2015.
This volume is a part of Yandex technical documentation.
Yandex helpdesk site: http://help.yandex.ru

Contact information

Yandex LLC
http://www.yandex.com
Phone: +7 495 739 7000
Email: pr@yandex-team.ru
Headquarters: 16 L'va Tolstogo St., Moscow, Russia 119021

Contents

Auction results

The new auction in Direct can calculate the following amounts for each keyword for all positions in Premium Placement and Guaranteed Placement:

• The current minimum bid that guarantees displaying most of the ads in a group in a particular position for the given keyword.

• The current actual cost-per-click (CPC) for an ad in this position on the search results page for a search query that matches the keyword.

Auction support in the API

The following Yandex.Direct API methods will have added support for getting auction results:

• GetBanners (Live)

The AuctionBids input parameter will be added. If this parameter is set to Yes, the method will return the AuctionBids array.

• GetBannerPhrasesFilter (Live)

If the FieldsNames input parameter is set to AuctionBids, the method will return the AuctionBids array.

Note:
The GetBannerPhrases (Live) method will not return the `AuctionBids` array.

• CreateNewForecast (Live) and GetForecast (Live)

The AuctionBids input parameter will be added to the CreateNewForecast (Live) method. If this parameter is set to Yes, the report returned by the GetForecast (Live) method will contain the AuctionBids array.

• Bids.get method in the `Bids` service (API version 5)

If the FieldsNames input parameter is set to AuctionBids, the method will return the AuctionBids array.

Backward compatibility

Keyword parameters `Min`, `Max`, `PremiumMin`, and `PremiumMax`, which are returned by the GetBanners (Live), GetBannerPhrases (Live) and GetBannerPhrasesFilter (Live) methods, will retain their meaning and continue to serve as a guide for bid selection. The following values will be returned in these parameters:

• `Min` — Bid for the 4th position in Guaranteed Placement.

• `Max` — Bid for the top position in Guaranteed Placement.

• `PremiumMin` — Bid for the 3rd position in Premium Placement.

• `PremiumMax` — Bid for the top position in Premium Placement.

Instead of returning competitors' bids, the `Prices` array will contain bids for all the positions in Premium Placement and Guaranteed Placement.

GetBanners (Live)

Returns parameters for ad groups, ads, and keywords.

The method returns parameters of groups, ads and keywords. Keyword parameters are returned in either abbreviated or full format (see the GetPhrases parameter).

New in the Live 4 version

Added the Limit and Offset input parameters. They are used for paginated selection of ads from the database.

Added the input parameters Tags and TagIDS for filtering ads by tags and tag IDs.

Added the FieldsNames input parameter, which lets you limit what is included in returned data.

Added the output parameters StatusPaused, ContextClicks, and ContextShows for keywords.

Added the output parameter AgeLabel for ads.

Added the input parameter StatusAdImageModerate and output parameters AdImageHash and StatusAdImageModerate.

Added the Currency input parameter and the Currency output parameter (also see the section Real currencies instead of Yandex units).

Added the output parameters AdGroupID and AdGroupName.

Added the AdGroupMobileBidAdjustment output parameter.

Added the Type output parameter.

Added the AuctionBids input parameter and AuctionBids output array.

Input data

The input data structure in JSON is shown below.

```
{
   "method": "GetBanners",
   "param": {
      /* GetBannersInfo */
      "CampaignIDS": [
         (int)
         ...
      ],
      "BannerIDS": [
         (int)
         ...
      ],
      "FieldsNames": [
         (string)
         ...
      ],
      "GetPhrases": (string),
      "Limit": (int),
      "Offset": (int),
      "Currency": (string),
      "Filter": {
         /* BannersFilterInfo */
         "StatusPhoneModerate": [
            (string)
            ...
         ],
         "StatusBannerModerate": [
            (string)
            ...
         ],
         "StatusPhrasesModerate": [
            (string)
            ...
         ],
         "StatusActivating": [
            (string)
            ...
         ],
         "StatusShow": [
            (string)
```

```
            ...
        ],
        "IsActive": [
            (string)
            ...
        ],
        "StatusArchive": [
            (string)
            ...
        ],
        "TagIDS": [
            (int)
            ...
        ],
        "Tags": [
            (string)
            ...
        ],
        "StatusAdImageModerate":  [
            (string)
            ...
        ]
    },
    "AuctionBids": (string)
  }
}
```

Parameters are described below.

Parameter	Description	Required
GetBannersInfo object		
CampaignIDS	Array of campaign IDs (no more than 10 IDs). The method returns the parameters of the ads that belong to the specified campaign.	One of the parameters: `CampaignIDS` or `BannerIDS`
BannerIDS	Array of ad IDs. No more than 2000 IDs may be specified. This parameter overrides `CampaignIDS`: if both parameters are specified, ads are selected based on the IDs in the `BannerIDS` array.	
Filter	Contains the `BannersFilterInfo` object, which defines the criteria for selecting ads.	No
FieldsNames	Names of top-level parameters that must be received (the other parameters are not returned). If the array is omitted, returns all parameters. **Note:** It is a good idea to restrict the set of returned parameters if data is being requested for a large number of ads. Such requests create a high load on the API and might be processed very slowly, even to the point of not being processed at all.	No
GetPhrases	Whether to return parameters for the keywords in the `Phrases` array: • No — Do not return keyword parameters. • Yes — Return abbreviated content of parameters. • WithPrices — Return complete parameters, including prices and statistics. If the `GetPhrases` parameter is omitted, the Yes value is assumed.	No
Limit	Total number of ads to output parameters for in the response (a number greater than zero). When combined with the `Offset` parameter, this allows you to organize paginated selections from the database.	No

	The `Limit` and `Offset` parameters are used only when sorting by campaign IDs (`CampaignIDS`), and are ignored when sorting by ad IDs (`BannerIDS`).	
Offset	The number (position) of an ad in the selection from the database (a number greater than zero). In the response, ads are output starting from the specified number. Use the `Limit` parameter to specify the number of ads to return at a time.	No
Currency	The currency to use for bids in the response.	No
	Acceptable values: RUB, CHF, EUR, KZT, TRY, UAH, USD. The value must match the campaign's currency.	
	If this parameter is omitted or NULL, Yandex units are used. In this case, if the campaign operates using a real currency, returned values are converted from the campaign's currency to Yandex units (see the section Real currencies instead of Yandex units).	
	If the value is something other than NULL but it does not match the currency of the campaign or one of the campaigns, an error is returned with code 245.	
AuctionBids	Whether to return auction results (the `AuctionBids` array) in the report — Yes/No. If omitted, No is assumed.	No
BannersFilterInfo object		
StatusBannerModerate	Filter ads based on moderation results:	No
	• New — Ad has not been checked ("Draft" status).	
	• Pending — Moderation in progress.	
	• Yes — Approved.	
	• No — Rejected.	
	• PreliminaryAccept — The ad has been tentatively accepted but the final result will be available later.	
StatusPhrasesModerate	Filter ads based on results of keyword moderation:	No
	• New — Keywords were not checked.	
	• Pending — Moderation in progress.	
	• Yes — At least one keyword was approved (some keywords might have been rejected).	
	• No — All keywords were rejected.	
	• PreliminaryAccept — The keywords have been tentatively accepted but the final result will be available later.	
StatusPhoneModerate	Filter ads based on results of business card moderation:	No
	• New — Contact info has not been checked.	
	• Pending — Moderation in progress.	
	• Yes — Approved.	
	• No — Rejected.	
StatusActivating	Filter ads based on how current changes are:	No
	• Yes — Changes have taken effect.	
	• Pending — Waiting for changes to take effect.	
	After making changes to ads, it takes some time for the changes to take effect. This time is usually less than 40 minutes, but at high load times it can take up to three hours.	

StatusShow	Filter out ads that should be displayed or should not be displayed: • Yes — Display enabled. • No — Display disabled. Ad impressions are enabled and disabled using the ResumeBanners and StopBanners methods, respectively.	No
IsActive	Filter ads based on activation status: • Yes — Activated ads. • No — Inactive ads.	No
StatusArchive	Filter ads based on archived status: • Yes — Archived. • No — Not archived. • CurrencyConverted — The ads were automatically archived when switching the client to using currency (see the section Real currencies instead of Yandex units).	No
TagIDS	Filter ads by tags with the specified IDs. This parameter is incompatible with the Tags parameter.	No
Tags	Filter ads based on the specified tags. This parameter is incompatible with the TagIDS parameter.	No
StatusAdImageModerate	Filter ads based on image moderation status: • New — Image has not been checked. • Pending — Moderation in progress. • Yes — Approved. • No — Rejected.	No

Output data

Returns an array of BannerInfo objects containing the ad parameters. The output data structure in JSON is shown below.

```json
{
   "data": [
      {  /* BannerInfo */
         "BannerID": (int),
         "CampaignID": (int),
         "AdGroupID": (int),
         "AdGroupName": (string),
         "Type": (string),
         "Title": (string),
         "Text": (string),
         "Href": (string),
         "Domain": (string),
         "Geo": (string),
         "ContactInfo": {
            /* ContactInfo */
            "ContactPerson": (string),
            "Country": (string),
            "CountryCode": (string),
            "City": (string),
            "Street": (string),
            "House": (string),
            "Build": (string),
            "Apart": (string),
            "CityCode": (string),
            "Phone": (string),
            "PhoneExt": (string),
```

```
               "CompanyName": (string),
               "IMClient": (string),
               "IMLogin": (string),
               "ExtraMessage": (string),
               "ContactEmail": (string),
               "WorkTime": (string),
               "OGRN": (string),
               "PointOnMap": {
                  /* MapPoint */
                  "x": (float),
                  "y": (float),
                  "x1": (float),
                  "y1": (float),
                  "x2": (float),
                  "y2": (float)
               }
            },
            "Phrases": [
               {  /* BannerPhraseInfo */
                  "BannerID": (int),
                  "CampaignID": (int),
                  "AdGroupID": (int),
                  "PhraseID": (long),
                  "Phrase": (string),
                  "IsRubric": (string),
                  "Price": (float),
                  "ContextPrice": (float),
                  "AutoBroker": (string),
                  "UserParams": {
                     /* PhraseUserParams */
                     "Param1": (string),
                     "Param2": (string)
                  }
                  "StatusPhraseModerate": (string),
                  "AutoBudgetPriority": (string),
                  "Clicks": (int),
                  "Shows": (int),
                  "ContextClicks": (int),
                  "ContextShows": (int),
                  "Min": (float),
                  "Max": (float),
                  "PremiumMin": (float),
                  "PremiumMax": (float),
                  "LowCTRWarning": (string),
                  "LowCTR": (string),
                  "ContextLowCTR": (string),
                  "Coverage": [
                     {  /* CoverageInfo */
                        "Probability": (float),
                        "Price": (float)
                     }
                     ...
                  ],
                  "ContextCoverage": [
                     {  /* CoverageInfo */
                        "Probability": (float),
                        "Price": (float)
                     }
                     ...
                  ],
                  "Prices": [
                     (float)
                     ...
                  ],
                  "CurrentOnSearch": (float),
                  "MinPrice": (float),
                  "StatusPaused": (string),
                  "Currency": (string),
                  "AuctionBids": [
```

```
                    {  /* PhraseAuctionBids */
                      "Position": (string),
                      "Bid": (float),
                      "Price": (float)
                    }
                    ...
                  ]
               }
               ...
            ],
            "StatusActivating": (string),
            "StatusArchive": (string),
            "StatusBannerModerate": (string),
            "StatusPhrasesModerate": (string),
            "StatusPhoneModerate": (string),
            "StatusAdImageModerate": (string),
            "StatusShow": (string),
            "IsActive": (string),
            "StatusSitelinksModerate": (string),
            "Sitelinks": [
                {  /* Sitelink */
                  "Title": (string),
                  "Href": (string)
                }
                ...
            ],
            "AdWarnings": [
                (string)
                ...
            ],
            "FixedOnModeration": (string),
            "ModerateRejectionReasons": [
                {  /* RejectReason */
                  "Type": (string),
                  "Text": (string)
                }
                ...
            ],
            "MinusKeywords": [
                (string)
                ...
            ],
            "AgeLabel": (string),
            "AdImageHash": (string),
            "AdGroupMobileBidAdjustment": (int)
         }
         ...
      ]
}
```

Parameters are described below.

Parameter	Description
BannerInfo object	
BannerID	The ad ID. To create an ad, set 0; to change the parameters of an ad, set its ID.
CampaignID	The campaign ID.
AdGroupID	ID of the ad group.
AdGroupName	Name of the ad group.
Type	Type of ad: Desktop or Mobile.
Title	Title of the ad (up to 33 characters, including spaces and punctuation).
Text	Text of the ad (up to 75 characters, including spaces and punctuation).
Href	Link to the advertiser's website. May contain substitution variables (see the section Site links).

Domain	The domain that the `Href` link goes to. The domain is set automatically. If the link points to a redirect, the parameter specifies the end-domain.
Geo	IDs of regions where ad impressions are enabled or disabled. The ID 0 or an empty string indicates impressions in all regions (default value).
	To disable impressions in a region, prepend a minus sign to the region ID; for example, "1, -219" means to show ads for Moscow and the surrounding area, except Chernogolovka. Regions with a minus sign cannot be used if the zero region is set. Likewise, the parameter cannot consist entirely of minus regions.
	To get the full list of regions, use the GetRegions method.
ContactInfo	The `ContactInfo` object with the advertiser's contact information (business card).
Phrases	Array of `BannerPhraseInfo` objects with phrase parameters. Output if the `GetPhrases` input parameter has the value "Yes" or "WithPrices", or is omitted.
StatusActivating	Whether all changes made have taken effect — Yes/Pending.
StatusArchive	Ad archive status: • Yes — Archived. • No — Not archived. • CurrencyConverted — Was automatically archived when switching the client to using currency, and cannot be unarchived (see the section Real currencies instead of Yandex units).
StatusBannerModerate	Results of ad moderation (the text and link are checked): • New — Ad has not been checked ("Draft" status). • Pending — Moderation in progress. • Yes — Approved. • No — Rejected. • PreliminaryAccept — The ad has been tentatively accepted but the final result will be available later.
StatusPhrasesModerate	Result of phrase moderation: • New — Keywords were not checked. • Pending — Moderation in progress. • Yes — At least one keyword was approved (some keywords might have been rejected). • No — All keywords were rejected. • PreliminaryAccept — The keywords have been tentatively accepted but the final result will be available later.
StatusPhoneModerate	Result of online business card moderation: • New — Contact info has not been checked. • Pending — Moderation in progress. • Yes — Approved. • No — Rejected.
StatusAdImageModerate	Result of moderation for the image associated with the ad: • New — Image has not been checked. • Pending — Moderation in progress. • Yes — Approved. • No — Rejected.
StatusShow	Whether ad impressions are enabled — Yes/No. Use the ResumeBanners and StopBanners methods to enable and disable impressions.

	Allowing displays does not mean that the ad is actually displayed. For impressions, other conditions must be met as well: sufficient funds, moderator approval of the campaign and ad, and enabled displays on the campaign level (ResumeCampaign method). An actual impression corresponds to the Yes value in the IsActive parameter.
IsActive	Whether the ad is active — Yes/No. "Active" is defined as the ad state in which impressions are turned on and off automatically, according to the time targeting settings or depending on the campaign balance. Ads are "inactive" when impressions are disabled by the user or Yandex manager, and cannot be enabled automatically.
StatusSitelinksModerate	Result of sitelinks moderation: • New — Sitelinks have not been checked. • Pending — Moderation in progress. • Yes — Approved. • No — Rejected.
Sitelinks	Array of Sitelink objects with sitelinks. The array must contain from 1 to 4 Sitelink objects, or be omitted.
AdWarnings	An array containing flags for advertised objects belonging to special categories. For these categories, displaying ads is either prohibited, or must be accompanied by a warning in accordance with legislation of the Russian Federation. Possible groups: • abortion — Medical services intended to artificially terminate a pregnancy. • alcohol — Alcohol, beer or alcoholic beverages. • baby_food — Baby food. • dietarysuppl — Dietary supplements. • medicine — Medicine, medical devices or equipment or medical services, including treatment methods. • pseudoweapon — Products that are similar to a weapon. • tobacco — Tobacco and tobacco products.
FixedOnModeration	Whether typos were corrected during moderation — Yes/No.
ModerateRejectionReasons	Array of RejectReason objects. These objects describe the reasons for rejecting the text of an ad, keyword, contact information, or sitelink.
MinusKeywords	Array of negative keywords that are shared by all the phrases of an ad group. If a negative keyword matches a keyword in a phrase, the negative keyword is not applied to this phrase. Negative keywords that are shared for all a campaign's ad groups should preferably be set in the campaign parameter with the same name.
AgeLabel	Age category. For ads related to the baby_food group (the corresponding value is returned in the AdWarnings array), the age of the child in months: '0months', '1months', '2months', ..., '12months'. For all other ads, it is the age that the informational product is appropriate for. Possible values: '0+', '6+', '12+', '16+', '18+'. If an ad does not have an age category, this parameter is not returned in responses and is ignored during attempts to set it. **Restriction:** The API can only be used to change the value of the age category, if the ad has one. In order to change whether an ad has or doesn't have an age category, contact the Direct Support service.
AdImageHash	The hash for the image associated with the ad.
AdGroupMobileBidAdjustment	Coefficient for setting bids on mobile devices.

	Used for ad groups and set as a percent of the desktop bid. A range of values from 50 to 1300. For more information about bid adjustment, see Setting bids on mobile devices in the Help for Direct. **Note:** If the coefficient is not set for a group, calculations for bid prices on mobile devices use the coefficient for the campaign (the MobileBidAdjustment parameter), if available.
ContactInfo object	
ContactPerson	Contact person. Maximum of 155 characters.
Country	Country. Maximum of 50 characters.
CountryCode	The country code for the phone number. For example, "+7" for Russia.
City	The city. Maximum of 50 characters.
Street	Street. Maximum of 55 characters.
House	House number. Maximum of 30 characters.
Build	The building or unit number. Maximum of 10 characters.
Apart	The apartment or office number. Maximum of 255 characters.
CityCode	The area code or city code for the phone number.
Phone	The contact phone number.
PhoneExt	The phone extension, if an office PBX system is used.
CompanyName	Name of the organization. Maximum of 255 characters.
IMClient	The type of instant messaging network — icq, jabber, skype or mail_agent.
IMLogin	The user name for the instant messaging network.
ExtraMessage	Additional information on the advertised product or service. Maximum of 200 characters.
ContactEmail	Email address. Maximum of 255 characters.
WorkTime	The operating hours or client service hours of the business. Set as a string that specifies the range of days of the week, work hours, and minutes. Days of the week are defined by the numbers from 0 to 6, where 0 is Monday and 6 is Sunday. Minutes are set as a multiple of 15: 0, 15, 30 or 45. String format: `"day_from;day_to;hour_from;minute_from;hour_to;minute_to"` For example, the string `"0;4;10;0;18;0"` sets the following schedule: `0;4` — Monday to Friday `10;0` — from 10:00 am `18;0` — to 6:00 pm The schedule may consist of several strings in this format, for example: `"0;4;10;0;18;0;5;6;11;0;16;0"`. Here, in addition to the previous example, the schedule also includes: `5;6` — Saturday and Sunday `11;0` — from 11:00 am `16;0` — to 4:00 pm A 24-hour schedule is set using the string `"0;6;00;00;00;00"`.
OGRN	The OGRN code for a business registered in Russia.

PointOnMap	The `MapPoint` object, which provides the coordinates of the client's location. These coordinates are used to mark the map. If not set, the map is marked at the address that was specified for the client.
MapPoint object	
x	Longitude of the point. From -180 to 180.
y	Latitude of the point. From -90 to 90.
x1	Longitude of the lower-left corner of the region on the map. From -180 to 180.
y1	Latitude of the lower-left corner of the region on the map. From -90 to 90.
x2	Longitude of the upper-right corner of the region on the map. From -180 to 180.
y2	Latitude of the upper-right corner of the region on the map. From -90 to 90.
BannerPhraseInfo object	
BannerID	The ad ID.
CampaignID	The campaign ID.
AdGroupID	ID of the ad group.
PhraseID	The phrase ID.
Phrase	Keywords. It can contain negative keywords, which are specified with the minus sign before the word, such as [lightning -thunder -rain]. Negative keywords that are shared between several keywords should preferably be set in the `MinusKeywords` parameter for the ad group. **Attention!** The total length of keywords in a single ad group may not exceed 4096 characters. The total length of keywords consists of the sum of the lengths of the `Phrase` parameters in all the keywords in the group, plus the number of separator characters between keywords (the number of keywords, minus one). The "!" operator before a negative keyword is not counted in the keyword length (the sequence "-!" is considered one character).
IsRubric	Whether the keyword is a Yandex.Catalog category. Always contains the value No.
Price	Bid on Yandex search (in the currency specified in the `Currency` parameter) [1] . Used only if a strategy with manual bid management is selected for the campaign.
ContextPrice	Bid in the Yandex Advertising Network (in the currency specified in the `Currency` parameter) [1] . The parameter is available for editing in the following cases: 1. When the MaximumCoverage strategy is selected for the Yandex Advertising Network. 2. When the Default strategy is selected for the Yandex Advertising Network and the keyword is disabled on the search due to a low CTR. For new keywords this condition is irrelevant, since keywords are no longer disabled for a low CTR.
AutoBroker	Indicates that Autobroker is enabled. Always contains the value Yes.
UserParams	`PhraseUserParams` object. Contains values of substitution variables for the website links (see the section Site links).
StatusPhraseModerate	Results of moderation of the keyword: • New — Keyword has not been moderated. • Yes — Accepted. • No — Rejected.

AutoBudgetPriority	Priority of the keyword when using automatic strategies. Possible values: • Low — Low priority. • Medium — Average priority. • High — High priority.
Clicks	Number of clicks on all the group's ads that were shown on the search for this keyword. Calculated for the last 28 days. The calculation uses those days during which there was at least one click on an ad.
Shows	Number of impressions for this keyword on the search, for all ads in the ad group. Calculated for the last 28 days. The calculation uses those days during which there was at least one ad impression for this keyword.
ContextClicks	Number of clicks on all the group's ads that were shown in the Yandex Advertising Network for this keyword. Calculated for the last 28 days. The calculation uses those days during which there was at least one click on an ad.
ContextShows	Number of impressions for this keyword in the Yandex Advertising Network, for all ads in the ad group. Calculated for the last 28 days. The calculation uses those days during which there was at least one ad impression for this keyword.
Min	Price (in the currency specified in the `Currency` parameter) [2] that secures impressions in the Guaranteed Placement block for most of the ads in the group.
Max	Price (in the currency specified in the `Currency` parameter) [2] that secures impressions in the top position in the Guaranteed Placement block for most of the ads in the group.
PremiumMin	Price (in the currency specified in the `Currency` parameter) [2] that secures impressions in Premium Placement for most of the ads in the group.
PremiumMax	Price (in the currency specified in the `Currency` parameter) [2] that secures impressions in the top position in Premium Placement for most of the ads in the group.
LowCTRWarning	The phrase has a low CTR and may be disabled soon — Yes/No. **Restriction:** This parameter is no longer relevant for new keywords, since keywords are no longer excluded for a low CTR.
LowCTR	The keyword is disabled in the search due to a low CTR — Yes/No. **Restriction:** This parameter is no longer relevant for new keywords, since keywords are no longer excluded for a low CTR.
ContextLowCTR	The keyword is disabled on Yandex Advertising Network sites due to a low CTR — Yes/No. **Restriction:** This parameter is no longer relevant for new keywords, since keywords are no longer excluded for a low CTR.
Coverage	Array of `CoverageInfo` objects, which indicate the projected audience coverage on the search. **Restriction:** This parameter is no longer relevant and should not be used for selecting bids.
ContextCoverage	Array of `CoverageInfo` objects, which indicate the projected audience coverage in the Yandex Advertising Network. This parameter is useful for bid selection for phrases.
Prices	Array of minimum bids for all positions in Premium Placement and Guaranteed Placement (in the currency specified in the `Currency` parameter) [2] .

CurrentOnSearch	The final CPC when Autobroker is used (in the currency specified in the Currency parameter) [2] .
	If the keyword does not generate impressions on the search, or the keyword is disabled on the search due to a low CTR, the NULL value is returned in the parameter.
MinPrice	Minimum price, set for each advertiser individually (in the currency specified in the Currency parameter) [2] .
StatusPaused	Impressions are paused for the keyword — Yes/No. To pause and resume impressions, use the Keyword (Live) method.
Currency	The currency that bids are shown in.
	Acceptable values: RUB, CHF, EUR, KZT, TRY, UAH, USD. If this parameter is omitted or NULL, Yandex units are used.
AuctionBids	Array of PhraseAuctionBids objects containing auction results for the keyword: the bid for each position in Premium Placement and in the lower block, along with the actual CPC for each position.
CoverageInfo object	
Probability	Frequency of impressions for the bid from the Price parameter.
	It is specified in the ContextCoverage array as a percent from 0 to 100. Used for selecting bids.
Price	The bid (in the currency specified in the Currency parameter) [2] for which the Probability parameter contains the frequency of impressions.
PhraseUserParams object	
Param1	Value of the {param1} substitution variable. No more than 255 bytes.
Param2	Value of the {param2} substitution variable. No more than 255 bytes.
Sitelink object	
Title	Sitelink text.
Href	Sitelink address. May contain substitution variables (see the section Site links).
	Attention! The values of the {campaign_id}, {ad_id}, {banner_id}, and {phrase_id} variables will be substituted in the sitelinks only if the same variables are present in the main link for the ad.
RejectReason object	
Type	Type of object rejected during moderation: Banner, Phrases, ContactInfo or Sitelink.
Text	Reason for rejection during moderation.
PhraseAuctionBids object	
Position	Display position: P*mn*, where • *m* is the block number (1 is Premium Placement, 2 is Guaranteed Placement). • *n* is the position number within the block. For example, P12 is the second position in Premium Placement, and P21 is the top position in Guaranteed Placement.
Bid	Minimum bid for the specified position (in the currency set in the Currency parameter) [2] .
Price	Actual CPC for the specified position (in the currency set in the Currency parameter) [2] .
Notes	

1. If the returned bids are converted from the campaign's currency to Yandex units, they are mathematically rounded to the second decimal place (for all currencies, including the tenge).

2. If the returned bid parameters (prices of display positions and audience coverage, and competitors' bids) are converted from the campaign's currency to Yandex units, they are rounded up to the nearest bid increment (0.01 units; also see the section Real currencies instead of Yandex units).

3. In rare cases, prices for display positions and certain other parameters related to auction results can have the NULL value, which indicates an API error getting data. We recommend repeating the method call later.

Examples of input data

Python

```
{
    'BannerIDS': [1974642, 20920155, 20155899, 64654],
    'Filter': {
        'StatusPhoneModerate': ['Yes'],
        'StatusBannerModerate': ['Yes'],
        'StatusPhrasesModerate': ['Yes'],
        'StatusActivating': ['Yes'],
        'StatusShow': ['Yes'],
        'IsActive': ['Yes'],
        'StatusArchive': ['No']
    },
    'GetPhrases': 'WithPrices',
    'Limit': 20,
    'Offset': 1
}
```

PHP

```
array(
    'BannerIDS' => array(1974642, 20920155, 20155899, 64654),
    'Filter' => array(
        'StatusPhoneModerate' => array('Yes'),
        'StatusBannerModerate' => array('Yes'),
        'StatusPhrasesModerate' => array('Yes'),
        'StatusActivating' => array('Yes'),
        'StatusShow' => array('Yes'),
        'IsActive' => array('Yes'),
        'StatusArchive' => array('No')
    ),
    'GetPhrases' => 'WithPrices',
    'Limit' => 20,
    'Offset' => 1
)
```

Perl

```
{
    'BannerIDS' => [1974642, 20920155, 20155899, 64654],
    'Filter' => {
        'StatusPhoneModerate' => ['Yes'],
        'StatusBannerModerate' => ['Yes'],
        'StatusPhrasesModerate' => ['Yes'],
        'StatusActivating' => ['Yes'],
        'StatusShow' => ['Yes'],
        'IsActive' => ['Yes'],
        'StatusArchive' => ['No']
    },
    'GetPhrases' => 'WithPrices',
    'Limit' => 20,
    'Offset' => 1
}
```

GetBannerPhrasesFilter (Live)

Returns information about keywords and lets you limit what is included in returned data.

New in the Live 4 version

Added the StatusPaused output parameter.

Added the ContextClicks and ContextShows output parameters.

Added the Currency input parameter and the Currency output parameter (also see the section Real currencies instead of Yandex units).

Added the AdGroupID output parameter.

Added the AuctionBids output parameter.

Restrictions

You can't get keywords from archived campaigns.

Input data

The input data structure in JSON is shown below.

```
{
   "method": "GetBannerPhrasesFilter",
   "param": {
      /* BannerPhrasesFilterRequestInfo */
      "BannerIDS": [
         (int)
         ...
      ],
      "FieldsNames": [
         (string)
         ...
      ],
      "ConsiderTimeTarget": (string),
      "RequestPrices": (string),
      "Currency": (string)
   }
}
```

Parameters are described below.

Parameter	Description	Required
BannerPhrasesFilterRequestInfo object		
BannerIDS	Array of ad IDs (no more than 1000).	Yes
FieldsNames	An array containing the names of parameters to return in the response. If omitted, returns all available parameters. The CampaignID, BannerID, and PhraseID parameters are always returned.	No
RequestPrices	Return statistics and prices — Yes/No. The predefined value is Yes. Statistics and prices are returned in the parameters ContextPrice, Clicks, Shows, Min, Max, PremiumMin, PremiumMax, LowCTRWarning, LowCTR, ContextLowCTR, Coverage, ContextCoverage, Prices, CurrentOnSearch, and MinPrice. You can specify their names in the FieldsNames array.	No

ConsiderTimeTarget	When calculating the price for the display position, ignore bids in competitors' ads that are currently stopped by their schedule — Yes/No. The predefined value is No (all ads are factored into the calculation).	No
Currency	The currency to use for bids in the response. Acceptable values: RUB, CHF, EUR, KZT, TRY, UAH, USD. The value must match the campaign's currency. If this parameter is omitted or NULL, Yandex units are used. In this case, if the campaign operates using a real currency, returned values are converted from the campaign's currency to Yandex units (see the section Real currencies instead of Yandex units). If the value is something other than NULL but it does not match the currency of the campaign or one of the campaigns, an error is returned with code 245.	No

Output data

The method returns an array of `BannerPhraseInfo` objects with information about phrases. The output data structure in JSON is shown below.

```
{
   "data": [
      {  /* BannerPhraseInfo */
         "BannerID": (int),
         "CampaignID": (int),
         "AdGroupID": (int),
         "PhraseID": (long),
         "Phrase": (string),
         "IsRubric": (string),
         "Price": (float),
         "ContextPrice": (float),
         "AutoBroker": (string),
         "UserParams": {
            /* PhraseUserParams */
            "Param1": (string),
            "Param2": (string)
         }
         "StatusPhraseModerate": (string),
         "AutoBudgetPriority": (string),
         "Clicks": (int),
         "Shows": (int),
         "ContextClicks": (int),
         "ContextShows": (int),
         "Min": (float),
         "Max": (float),
         "PremiumMin": (float),
         "PremiumMax": (float),
         "LowCTRWarning": (string),
         "LowCTR": (string),
         "ContextLowCTR": (string),
         "Coverage": [
            {  /* CoverageInfo */
               "Probability": (float),
               "Price": (float)
            }
            ...
         ],
         "ContextCoverage": [
            {  /* CoverageInfo */
               "Probability": (float),
               "Price": (float)
            }
            ...
         ],
         "Prices": [
            (float)
            ...
```

```
        ],
        "CurrentOnSearch": (float),
        "MinPrice": (float),
        "StatusPaused": (string),
        "Currency": (string),
        "AuctionBids": [
            {  /* PhraseAuctionBids */
                "Position": (string),
                "Bid": (float),
                "Price": (float)
            }
            ...
        ]
    }
    ...
    ]
}
```

Parameters are described below.

Parameter	Description
BannerPhraseInfo object	
BannerID	The ad ID.
CampaignID	The campaign ID.
AdGroupID	ID of the ad group.
PhraseID	The phrase ID.
Phrase	Keywords. It can contain negative keywords, which are specified with the minus sign before the word, such as [lightning -thunder -rain]. Negative keywords that are shared between several keywords should preferably be set in the MinusKeywords parameter for the ad group. **Attention!** The total length of keywords in a single ad group may not exceed 4096 characters. The total length of keywords consists of the sum of the lengths of the Phrase parameters in all the keywords in the group, plus the number of separator characters between keywords (the number of keywords, minus one). The "!" operator before a negative keyword is not counted in the keyword length (the sequence "-!" is considered one character).
IsRubric	Whether the keyword is a Yandex.Catalog category. Always contains the value No.
Price	Bid on Yandex search (in the currency specified in the Currency parameter) [1] . Used only if a strategy with manual bid management is selected for the campaign.
ContextPrice	Bid in the Yandex Advertising Network (in the currency specified in the Currency parameter) [1] . The parameter is available for editing in the following cases: 1. When the MaximumCoverage strategy is selected for the Yandex Advertising Network. 2. When the Default strategy is selected for the Yandex Advertising Network and the keyword is disabled on the search due to a low CTR. For new keywords this condition is irrelevant, since keywords are no longer disabled for a low CTR.
AutoBroker	Indicates that Autobroker is enabled. Always contains the value Yes.
UserParams	PhraseUserParams object. Contains values of substitution variables for the website links (see the section Site links).

StatusPhraseModerate	Results of moderation of the keyword: • New — Keyword has not been moderated. • Yes — Accepted. • No — Rejected.
AutoBudgetPriority	Priority of the keyword when using automatic strategies. Possible values: • Low — Low priority. • Medium — Average priority. • High — High priority.
Clicks	Number of clicks on all the group's ads that were shown on the search for this keyword. Calculated for the last 28 days. The calculation uses those days during which there was at least one click on an ad.
Shows	Number of impressions for this keyword on the search, for all ads in the ad group. Calculated for the last 28 days. The calculation uses those days during which there was at least one ad impression for this keyword.
ContextClicks	Number of clicks on all the group's ads that were shown in the Yandex Advertising Network for this keyword. Calculated for the last 28 days. The calculation uses those days during which there was at least one click on an ad.
ContextShows	Number of impressions for this keyword in the Yandex Advertising Network, for all ads in the ad group. Calculated for the last 28 days. The calculation uses those days during which there was at least one ad impression for this keyword.
Min	Price (in the currency specified in the Currency parameter) [2] that secures impressions in the Guaranteed Placement block for most of the ads in the group.
Max	Price (in the currency specified in the Currency parameter) [2] that secures impressions in the top position in the Guaranteed Placement block for most of the ads in the group.
PremiumMin	Price (in the currency specified in the Currency parameter) [2] that secures impressions in Premium Placement for most of the ads in the group.
PremiumMax	Price (in the currency specified in the Currency parameter) [2] that secures impressions in the top position in Premium Placement for most of the ads in the group.
LowCTRWarning	The keyword has a low CTR and may be disabled soon — Yes/No. **Restriction:** This parameter is no longer relevant for new keywords, since keywords are no longer excluded for a low CTR.
LowCTR	The keyword is disabled in the search due to a low CTR — Yes/No. **Restriction:** This parameter is no longer relevant for new keywords, since keywords are no longer excluded for a low CTR.
ContextLowCTR	The keyword is disabled on Yandex Advertising Network sites due to a low CTR — Yes/No. **Restriction:** This parameter is no longer relevant for new keywords, since keywords are no longer excluded for a low CTR.
Coverage	Array of CoverageInfo objects, which indicate the projected audience coverage on the search. **Restriction:** This parameter is no longer relevant and should not be used for selecting bids.

ContextCoverage	Array of `CoverageInfo` objects, which indicate the projected audience coverage in the Yandex Advertising Network.
	This parameter is useful for bid selection for keywords.
Prices	Array of minimum bids for all positions in Premium Placement and Guaranteed Placement (in the currency specified in the `Currency` parameter) [2].
CurrentOnSearch	The final CPC when Autobroker is used (in the currency specified in the `Currency` parameter) [2].
	If the keyword does not generate impressions on the search, or the keyword is disabled on the search due to a low CTR, the NULL value is returned in the parameter.
MinPrice	Minimum price, set for each advertiser individually (in the currency specified in the `Currency` parameter) [2].
StatusPaused	Impressions are paused for the keyword — Yes/No. To pause and resume impressions, use the Keyword (Live) method.
Currency	The currency that bids are shown in.
	Acceptable values: RUB, CHF, EUR, KZT, TRY, UAH, USD. If this parameter is omitted or NULL, Yandex units are used.
AuctionBids	Array of `PhraseAuctionBids` objects containing auction results for the keyword: the bid for each position in Premium Placement and in the lower block, along with the actual CPC for each position.
CoverageInfo object	
Probability	Frequency of impressions for the bid from the `Price` parameter.
	It is specified in the `ContextCoverage` array as a percent from 0 to 100. Used for selecting bids.
Price	The bid (in the currency specified in the `Currency` parameter) [2] for which the `Probability` parameter contains the frequency of impressions.
PhraseUserParams object	
Param1	Value of the `{param1}` substitution variable. No more than 255 bytes.
Param2	Value of the `{param2}` substitution variable. No more than 255 bytes.
PhraseAuctionBids object	
Position	Display position: P*mn*, where
	• *m* is the block number (1 is Premium Placement, 2 is Guaranteed Placement).
	• *n* is the position number within the block.
	For example, P12 is the second position in Premium Placement, and P21 is the top position in Guaranteed Placement.
Bid	Minimum bid for the specified position (in the currency set in the `Currency` parameter) [2].
Price	Actual CPC for the specified position (in the currency set in the `Currency` parameter) [2].
Notes	

1. If the returned bids are converted from the campaign's currency to Yandex units, they are mathematically rounded to the second decimal place (for all currencies, including the tenge).
2. If the returned bid parameters (prices of display positions and audience coverage, and competitors' bids) are converted from the campaign's currency to Yandex units, they are rounded up to the nearest bid increment (0.01 units; also see the section Real currencies instead of Yandex units).
3. In rare cases, prices for display positions and certain other parameters related to auction results can have the NULL value, which indicates an API error getting data. We recommend repeating the method call later.

Examples of input data

Python

```
{
    'BannerIDS': [20155899],
    'FieldsNames': ['Phrase','Price','Phrase','MinPrice','Clicks'],
    'RequestPrices': 'Yes',
    'ConsiderTimeTarget': 'Yes'
}
```

PHP

```
array(
    'BannerIDS' => array(20155899),
    'FieldsNames' => array('Phrase','Price','Phrase','MinPrice','Clicks'),
    'RequestPrices' => 'Yes',
    'ConsiderTimeTarget' => 'Yes'
)
```

Perl

```
{
    'BannerIDS' => [20155899],
    'FieldsNames' => ['Phrase','Price','Phrase','MinPrice','Clicks'],
    'RequestPrices' => 'Yes',
    'ConsiderTimeTarget' => 'Yes'
}
```

CreateNewForecast (Live)

Generates a forecast on the server for impressions, clicks and expenses.

The method returns the ID of the future report. You can use the ID to find out whether the report is ready (using the GetForecastList method) and download the report (using the GetForecast (Live) method). Generating a report takes up to a minute.

Restrictions

For a single user, no more than five reports are stored on the server. On an attempt to create a sixth report, an error message is returned with error code 31. Reports are stored on the server for five hours, then deleted automatically. Use the DeleteForecastReport method to delete a report manually.

New in the Live 4 version

Added the Currency input parameter (see the section Real currencies instead of Yandex units).

Added the AuctionBids input parameter.

Input data

The input data structure in JSON is shown below.

```
{
    "method": "CreateNewForecast",
    "param": {
        /* NewForecastInfo */
        "Phrases": [
            (string)
            ...
        ],
        "Categories": [
            (int)
```

```
        ...
    ],
    "GeoID": [
        (int)
        ...
    ],
    "Currency": (string),
    "AuctionBids": (string)
  }
}
```

Parameters are described below.

Parameter	Description	Required
NewForecastInfo object		
Phrases	Array of keywords that you need to get a forecast for (no more than 100 keywords, using UTF-8 encoding). Keywords may contain negative keywords. They are written with the minus sign preceding the word, such as [refrigerator -freezer].	Yes
Categories	Array containing IDs of Yandex.Catalog categories. This parameter is not used, and the passed value is ignored.	No
GeoID	Array containing IDs of the regions to create a forecast for. If omitted, the forecast is put together for all regions. To get a list of regions, use the GetRegions (Live) method.	No
Currency	The currency to use for CPCs and total expenditures in the report. Acceptable values: RUB, CHF, EUR, KZT, TRY, UAH, USD.	No
AuctionBids	Whether to output auction results (the AuctionBids array) in the report — Yes/No. If omitted, No is assumed.	No

Output data

The method returns the ID of the future report, as shown in the following example.

```
{
    "data": 137456
}
```

Examples of input data

Python

```
{
    'Phrases': [u'refrigerator -unit', u'refrigeration unit'],
    'GeoID': [213]
}
```

PHP

```
array(
    'Phrases' => array('nokia', 'phone', 'cars'),
    'GeoID' => array(213)
)
```

Perl

```
{
    'Phrases' => ['nokia', 'phone', 'cars'],
    'GeoID' => [213]
}
```

GetForecast (Live)

Returns the generated forecast for impressions, clicks and expenses by its ID.

For information about using the report, see the section Bid selection.

New in the Live 4 version

Added the Currency output parameter.

Added the AuctionBids output parameter.

Input data

The input data structure in JSON is shown below.

```
{
    "method": "GetForecast",
    "param": (int)
}
```

In the param parameter, the ID is specified that was obtained from the response to the CreateNewForecast (Live) method. You can also get the ID using the GetForecastList method.

Output data

The output data structure in JSON is shown below.

```
{
    "data": {
        /* GetForecastInfo */
        "Phrases": [
            {  /* BannerPhraseInfo */
                "Phrase": (string),
                "IsRubric": (string),
                "Min": (float),
                "Max": (float),
                "PremiumMin": (float),
                "PremiumMax": (float),
                "Shows": (int),
                "Clicks": (int),
                "FirstPlaceClicks": (int),
                "PremiumClicks": (int),
                "CTR": (float),
                "FirstPlaceCTR": (float),
                "PremiumCTR": (float),
                "Currency": (string),
                "AuctionBids": [
                    {  /* PhraseAuctionBids */
                        "Position": (string),
                        "Bid": (float),
                        "Price": (float)
                    }
                    ...
                ]
            }
            ...
        ],
        "Common": {
            /* ForecastCommonInfo */
            "Geo": (string),
```

```
        "Min": (float),
        "Max": (float),
        "PremiumMin": (float)
        "Shows": (int),
        "Clicks": (int),
        "FirstPlaceClicks": (int),
        "PremiumClicks": (int),
      }
    }
}
```

Parameters are described below.

Parameter	Description
GetForecastInfo object	
Phrases	Array of `BannerPhraseInfo` objects. Each object contains a forecast for a single keyword that was specified when generating the report (CreateNewForecast (Live) method).
Common	The `ForecastCommonInfo` object with a cumulative forecast for all keywords.
BannerPhraseInfo object	
Phrase	Keywords that the forecast was generated for.
IsRubric	Whether the keyword is a Yandex.Catalog category. Always contains the value No.
Min	Weighted average CPC for the lower block at the time when the forecast was made. The value is converted to the currency specified in the `Currency` parameter and rounded up to the nearest bid increment in this currency (see the section Real currencies instead of Yandex units).
Max	Weighted average CPC for the top position in the lower block at the time when the forecast was made. The value is converted to the currency specified in the `Currency` parameter and rounded up to the nearest bid increment in this currency (see the section Real currencies instead of Yandex units).
PremiumMin	Weighted average CPC for Premium Placement at the time when the forecast was made. The value is converted to the currency specified in the `Currency` parameter and rounded up to the nearest bid increment in this currency (see the section Real currencies instead of Yandex units).
PremiumMax	Weighted average CPC for the top position in Premium Placement at the time when the forecast was made. The value is converted to the currency specified in the `Currency` parameter and rounded up to the nearest bid increment in this currency (see the section Real currencies instead of Yandex units).
Shows	Possible number of impressions for this keyword over the past month.
Clicks	Possible number of clicks on an ad in the lower block (other than the top position) over the past month.
FirstPlaceClicks	Possible number of clicks on an ad in the top position in the lower block over the past month.
PremiumClicks	Possible number of clicks on an ad in Premium Placement over the past month.
CTR	CTR when displayed in the lower block, as a percentage. Calculated using the formula: `Clicks/Shows * 100`
FirstPlaceCTR	CTR when displayed in the top position in the lower block. Calculated using the formula: `FirstPlaceClicks/Shows * 100`

PremiumCTR	CTR when displayed in Premium Placement. Calculated using the formula: `PremiumClicks/Shows * 100`
Currency	The currency that is used for CPCs and total expenditures in the report. Acceptable values: RUB, CHF, EUR, KZT, TRY, UAH, USD. If this parameter is omitted or NULL, Yandex units are used.
AuctionBids	Array of `PhraseAuctionBids` objects containing auction results for the keyword: the bid for each position in Premium Placement and in the lower block, along with the actual CPC for each position.
PhraseAuctionBids object	
Position	Display position: P*mn*, where • *m* is the block number (1 is Premium Placement, 2 is Guaranteed Placement). • *n* is the position number within the block. For example, P12 is the second position in Premium Placement, and P21 is the top position in Guaranteed Placement.
Bid	Minimum bid for the specified position (in the currency set in the `Currency` parameter). The value is converted to the currency specified in the `Currency` parameter and rounded up to the nearest bid increment in this currency (see the section Real currencies instead of Yandex units).
Price	Actual CPC for the specified position (in the currency set in the `Currency` parameter). The value is converted to the currency specified in the `Currency` parameter and rounded up to the nearest bid increment in this currency (see the section Real currencies instead of Yandex units).
ForecastCommonInfo object	
Geo	List of regions shown when generating a report (CreateNewForecast (Live) method).
Min	Cost of clicks when displayed in the lower block (other than the top position) for all specified keywords combined (in the currency specified in the `Currency` parameter). The value is converted to the currency specified in the `Currency` parameter and rounded up to the nearest bid increment in this currency (see the section Real currencies instead of Yandex units).
Max	Cost of clicks when displayed in the top position in the lower block for all specified keywords combined (in the currency specified in the `Currency` parameter). The value is converted to the currency specified in the `Currency` parameter and rounded up to the nearest bid increment in this currency (see the section Real currencies instead of Yandex units).
PremiumMin	Cost of clicks when displayed in Premium Placement for all specified keywords combined (in the currency specified in the `Currency` parameter). The value is converted to the currency specified in the `Currency` parameter and rounded up to the nearest bid increment in this currency (see the section Real currencies instead of Yandex units).
Shows	Possible number of impressions for all keywords combined.
Clicks	Possible number of clicks in the lower block (other than the top position) for all specified keywords combined.
FirstPlaceClicks	Possible number of clicks in the top position in the lower block for all specified keywords combined.
PremiumClicks	Possible number of clicks in Premium Placement for all specified keywords combined.

Bids.get

Returns bids and priorities for keywords that meet the specified criteria, along with useful information for bid selection: the prices for display positions and audience coverage, and competitors' bids.

You can get bids and priorities regardless of whether a manual or automatic strategy is selected in the campaign.

Attention!
All returned monetary values are whole numbers — the result of multiplying the bid or price by 1,000,000.

Restrictions

The method returns a maximum of 10 000 objects.

Request

Request structure in JSON format:

```
{
  "method": "get",
  "params": {
    "SelectionCriteria": {  /* BidsSelectionCriteria */
      "KeywordIds": [(long), ... ],
      "AdGroupIds": [(long), ... ],
      "CampaignIds": [(long), ... ]
    }, /* required */
    "FieldNames": [( "KeywordId" | "AdGroupId" | "CampaignId" | "Bid" |
"ContextBid" | "StrategyPriority" | "CompetitorsBids" | "SearchPrices" |
"ContextCoverage" | "MinSearchPrice" | "CurrentSearchPrice" | "AuctionBids" )] /
* required */
  }
}
```

Parameter	Type	Description	Required
params (for JSON) / GetRequest (for SOAP) structure			
SelectionCriteria	BidsSelectionCriteria	Criteria for selecting keywords.	Yes
FieldNames	array of BidFieldEnum	Names of top-level parameters to get.	Yes
BidsSelectionCriteria structure			
KeywordIds	array of long	Get bids or priorities for the specified keywords. Maximum of 10 000 items in the array.	One of the parameters Ids, AdGroupIds, or CampaignIds (or all may be present)
AdGroupIds	array of long	Get bids or priorities for keywords from the specified groups. From 1 to 1000 items in the array.	
CampaignIds	array of long	Get bids or priorities for keywords from the specified campaigns. From 1 to 10 items in the array.	

Response

Response structure in JSON format:

```
{
  "result": {
    "Bids": [{  /* BidGetItem */
      "CampaignId": (long),
      "AdGroupId": (long),
      "KeywordId": (long),
      "Bid": (long), /* nillable */
      "ContextBid": (long), /* nillable */
      "StrategyPriority": ( "LOW" | "NORMAL" | "HIGH" ), /* nillable */
      "CompetitorsBids": [(long), ... ], /* nillable */
      "SearchPrices": [{  /* SearchPrices */
        "Position": ( "PREMIUMFIRST" | "PREMIUMBLOCK" | "FOOTERFIRST" |
"FOOTERBLOCK" ),
        "Price": (long)
      }, ... ], /* nillable */
      "ContextCoverage": {  /* ContextCoverage */
        "Items": [{  /* ContextCoverageItem */
          "Probability": (decimal), /* required */
          "Price": (long) /* required */
        }, ... ]
      }, /* nillable */
      "MinSearchPrice": (long), /* nillable */
      "CurrentSearchPrice": (long), /* nillable */
      "AuctionBids": [{  /* AuctionBidItem */
        "Position": (string),
        "Bid": (long),
        "Price": (long)
      }, ... ]
    }, ... ]
  }
}
```

Parameter	Type	Description
result (for JSON) / GetResponse (for SOAP) structure		
Bids	array of BidGetItem	Bids and/or priorities.
BidGetItem structure		
CampaignId	long	ID of the campaign that the keyword is associated with.
AdGroupId	long	ID of the ad group that the keyword is associated with.
KeywordId	long	Keyword ID.
Bid	long, nillable	Bid on Yandex search.
ContextBid	long, nillable	Bid in the Yandex Advertising Network.
StrategyPriority	PriorityEnum, nillable	Priority of the keyword: LOW, NORMAL or HIGH.
CompetitorsBids	array of long, nillable	Array of minimum bids for all positions in Premium Placement and Guaranteed Placement.
SearchPrices	array of SearchPrices, nillable	Minimum bids for display positions in the search for this keyword.
ContextCoverage	ContextCoverage, nillable	Bids for this keyword that allow you to get various levels of coverage in the Yandex Advertising Network (forecast). Use as a guide when selecting bids.
MinSearchPrice	long, nillable	Minimum CPC set for the advertiser that allows display on Search.
CurrentSearchPrice	long, nillable	Current CPC on search. This price may be deducted for click-throughs on the search results page (for a query that exactly matches the keyword). For more information, see the section How is Search CPC calculated? in the Help for Direct.
AuctionBids	array of AuctionBidItem	Auction results for the keyword.
SearchPrices structure		
Position	PositionEnum	Display position.

Price	long	The bid on Search that guarantees display in the specified position.
ContextCoverage structure		
Items	array of ContextCoverageItem	Bids for this keyword that allow you to get various levels of coverage in the Yandex Advertising Network (forecast). Use as a guide when selecting bids.
ContextCoverageItem structure		
Probability	decimal	Frequency of display (coverage) in the Yandex Advertising Network. Indicated as a percentage from 0 to 100.
Price	long	Bid in the Yandex Advertising Network that the specified frequency is forecast for.
AuctionBidItem structure		
Position	string	Display position: P*mn*, where • *m* is the block number (1 is Premium Placement, 2 is Guaranteed Placement). • *n* is the position number within the block. For example, P12 is the second position in Premium Placement, and P21 is the top position in Guaranteed Placement.
Bid	long	Minimum bid for the specified position.
Price	long	Actual CPC for the specified position.

Examples

Request example

```
{
  "method" : "get",
  "params" : {
    "SelectionCriteria" : {
      "KeywordIds" : [
        151289987,
        151289988,
        414808783,
        414808784,
        414808785,
        414811825,
        414811826,
        414811827,
        1574449505
      ]
    },
    "FieldNames" : [
      "KeywordId",
      "Bid",
      "ContextBid"
    ]
  }
}
```

Response example

```
{
  "result" : {
    "Bids" : [
      {
        "KeywordId" : 414808783,
        "Bid" : 10000,
        "ContextBid" : 0
      },
      {
        "Bid" : 10000,
        "KeywordId" : 414808784,
        "ContextBid" : 0
```

```
      },
      {
        "Bid" : 10000,
        "KeywordId" : 414808785,
        "ContextBid" : 0
      },
      {
        "Bid" : 10000,
        "KeywordId" : 1574449505,
        "ContextBid" : 0
      }
    ]
  }
}
```

Yandex

Yandex.Direct API
New auction support

29.07.2015